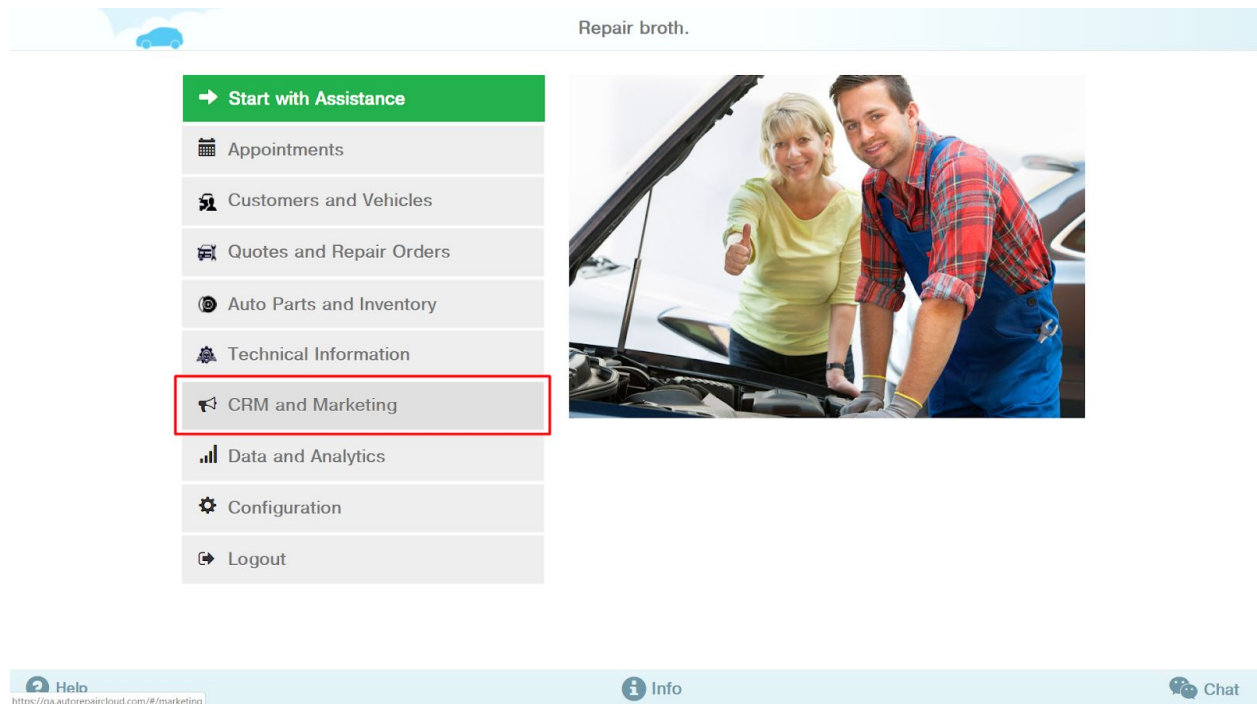


## CRM and Marketing Features

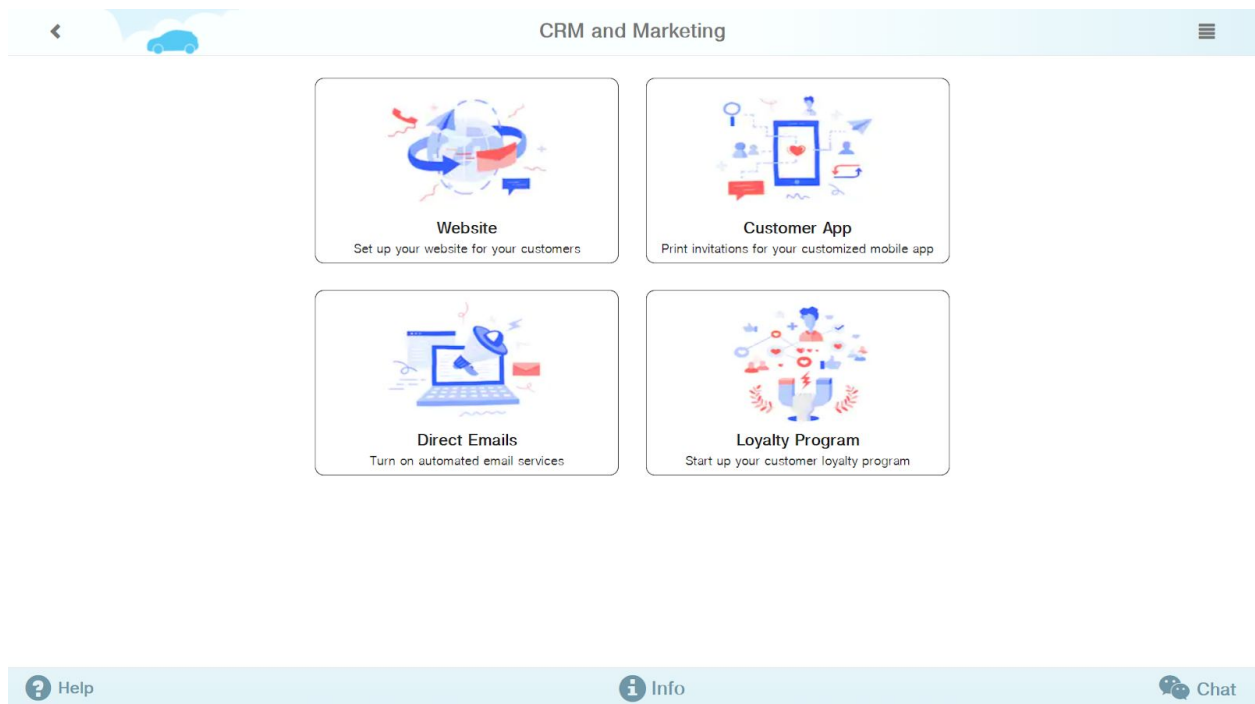
The AutoRepair Cloud is much more than just an application for the Repair Shop featuring necessary functions.

Using our *CRM and Marketing* Features, you can bring the new clients, automatize work process with your customers and build an effective dialogue with them.



Let's discuss the *CRM and Marketing* Features in detail:

There are four functions in *CRM and Marketing* section:




- *Website*
- *Customer App*
- *Direct Emails*
- *Loyalty Program*

Let's discuss these functions in detail:

## Website

<



CRM and Marketing

≡

Website

Customer App

Direct Emails

Loyalty Program

Company Website

Choose the domain name for your company

jack .auto-repair.shop


✓ Save & Apply


https://jack.auto-repair.shop

Preview

Copy

Select the logo image for website header





Required image resolution:  
100px x 58px; file types:  
PNG, JPG

+ Upload

See the list of the features

See the list of all features

Help

Info

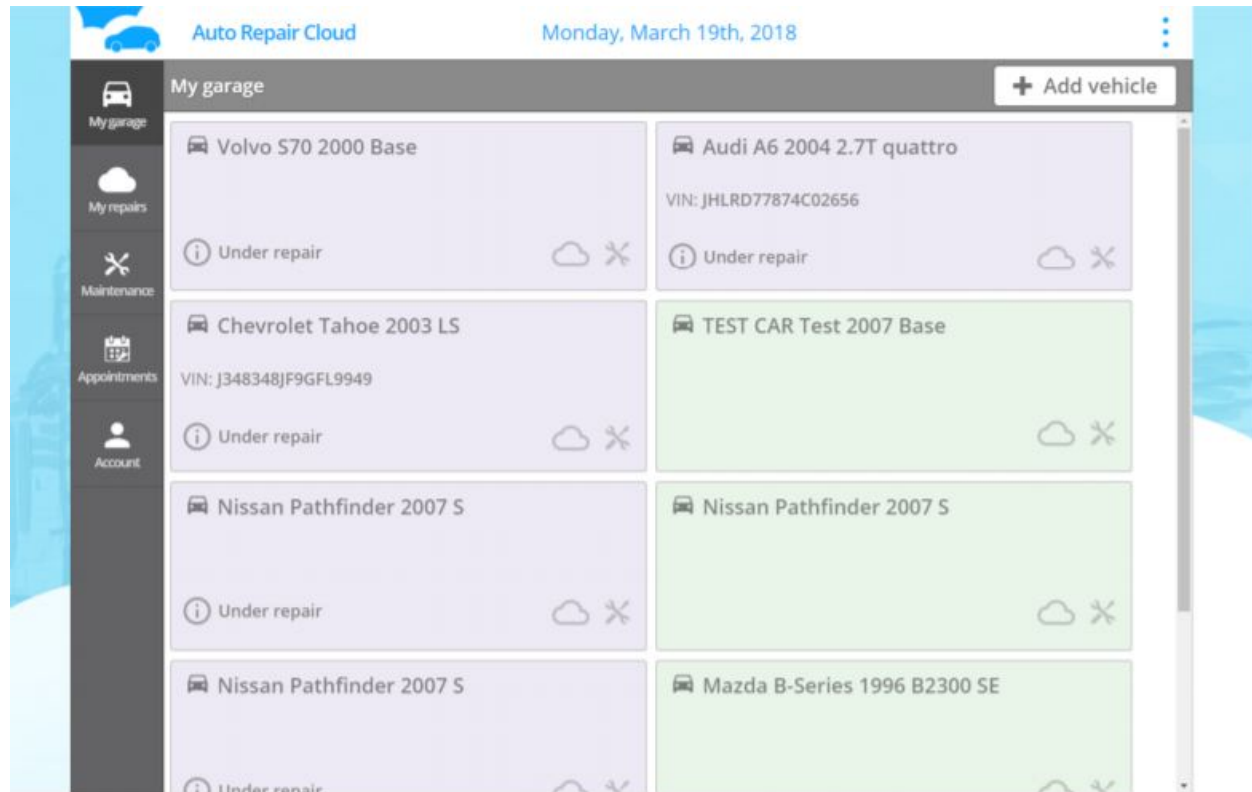
Chat

This function allows you to set up your own site for your customers.

To do this:

- add your company's domain name
- save it
- copy the link and send it to your customers so that they can register in the App

You can also click on the '*Preview*' button to open application developed specifically for customers.



With the help of this app customers will be able to track the entire repair process of their vehicles.

## Customer app

CRM and Marketing

Website

Customer App

Direct Emails

Loyalty Program

Customer Mobile Application

Cell Application - Page for installation

Get the Free App for Cell

App Store

Google play

Download and install the app on your mobile phone. The app is free and available for both iPhone and Android. The app is available for download on the App Store and Google Play. The app is available for download on the App Store and Google Play. The app is available for download on the App Store and Google Play.

Download

Email

Greetings and welcome to our auto repair shop. This QR code allows you to install the our Cell Application powered by AutoRepair Cloud.

Save

Tablet Application - Page for installation

Get the Free App for Tablet

App Store

Google play

Download and install the app on your mobile phone. The app is free and available for both iPhone and Android. The app is available for download on the App Store and Google Play. The app is available for download on the App Store and Google Play. The app is available for download on the App Store and Google Play.

Download

Email

Greetings and welcome to our auto repair shop. This QR code allows you to install the our Tablet Application powered by AutoRepair Cloud.

Save

Cell Application - Select the logo image

Required image resolution:

Update

Help

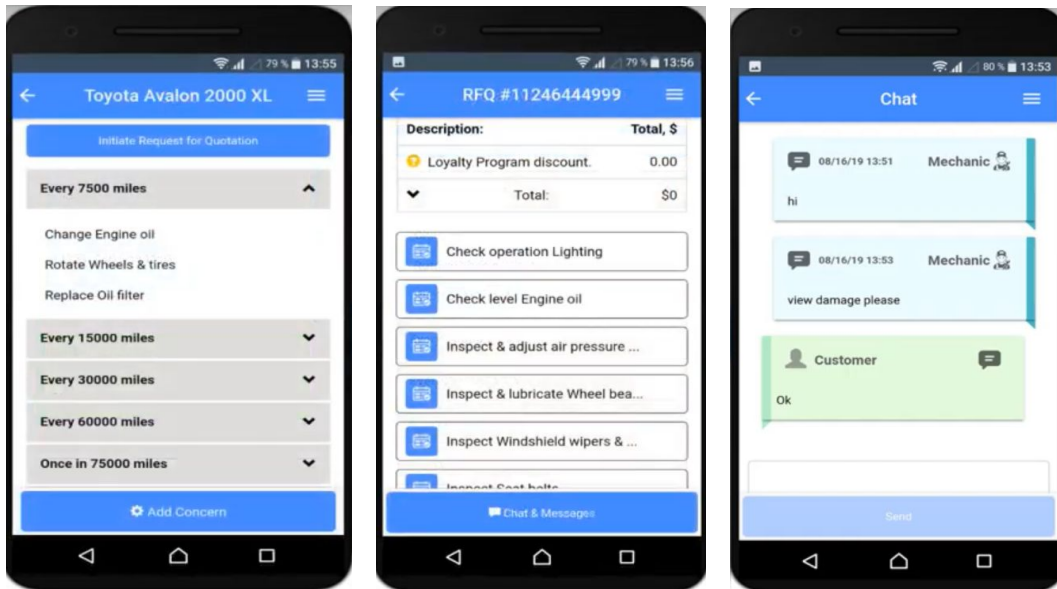
Info

Chat

This function is intended for installing mobile apps.

The app is suitable for both phones and tablets.

This app allows your customers to send you messages, confirm technician's actions and track the entire process of vehicle repair.



To install the app, you can send a QR-code to your customer

Get the Free App for Cell





Available on the  
**App Store**



ANDROID APP ON  
**Google play**

Greetings and welcome to our auto repair shop. This QR code allows you to install the our app powered by AutoRepair Cloud.

This free app allows you to

- chat with the repair technicians
- approve repair orders right from your phone
- track the repair process
- store vehicle service history
- add your concerns with pictures and video
- request a quote for repair

and much more.

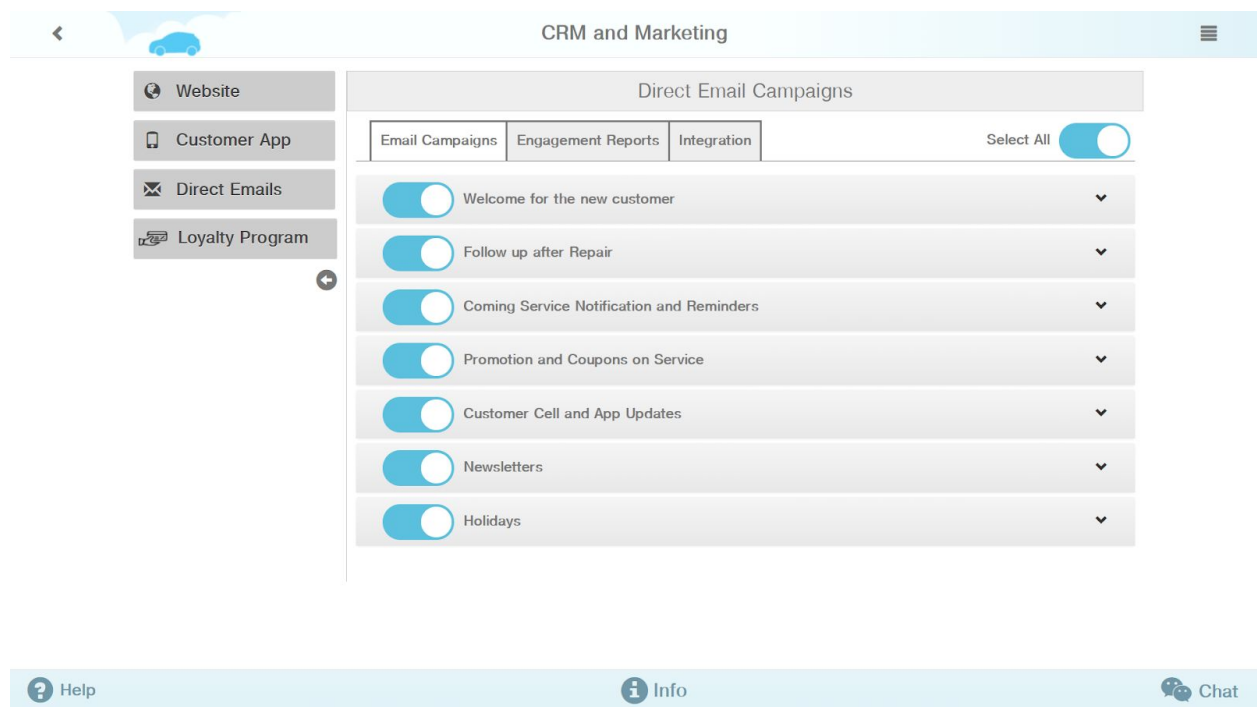
Regards, [Company name]

or print the QR-code and place it on the registration stand in your workshop.

By scanning the QR-code, customers will open up the Play Market on their devices and install the app. After a simple registration process, customers will be able to use the app and track the entire repair process. They will automatically become your permanent customers.


### **Direct Emails**

This function is intended for sending out e-mails to your customers through the service of automatic mailing of letters - *Mailchimp*.




To start sending e-mail, you need to register on Mailchimp and connect your account with ARC.

<



CRM and Marketing



Website

Customer App

Direct Emails

Loyalty Program

Direct Email Campaigns

Email CampaignsEngagement ReportsIntegration

You successfully integrated with a Mailchimp account:

Change

The email address which is used to send emails:

If you email has a free domain (like @gmail.com), then you have to follow these instructions

Change Email

Click here to update a Mailchimp account - Get missing settings

Click here to recover a Mailchimp account - Delete and Load all initial settings


Help

Info


Chat

For this there is a detailed instruction on how to do this.

<



CRM and Marketing



Website

Customer App

Direct Emails

Loyalty Program

Direct Email Campaigns

Email CampaignsEngagement ReportsIntegration

Sending email is available for subscribed user

If you don't know what is Mailchimp, then you can give more information from [here](#)

If you don't have a Mailchimp account then follow this [instruction](#)

Click here to set up the integration with a Mailchimp account

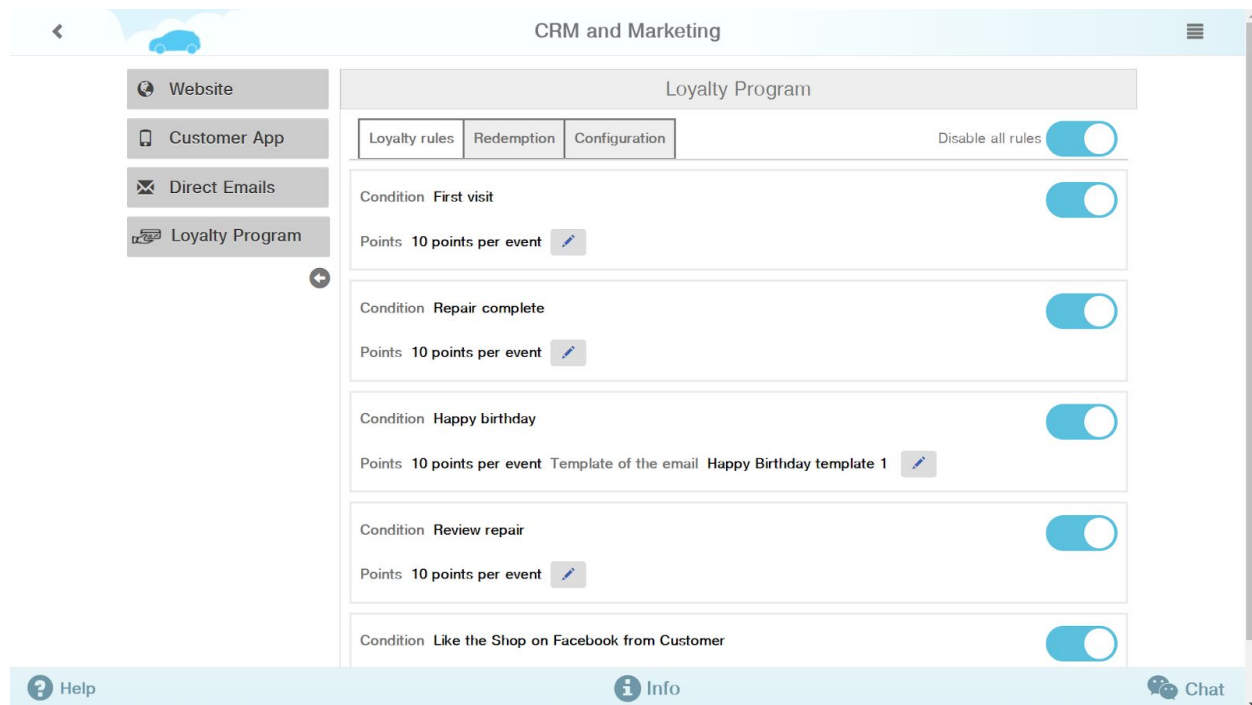
Help

Info

Chat

## Loyalty Programs

This is a program for customers to collect points.

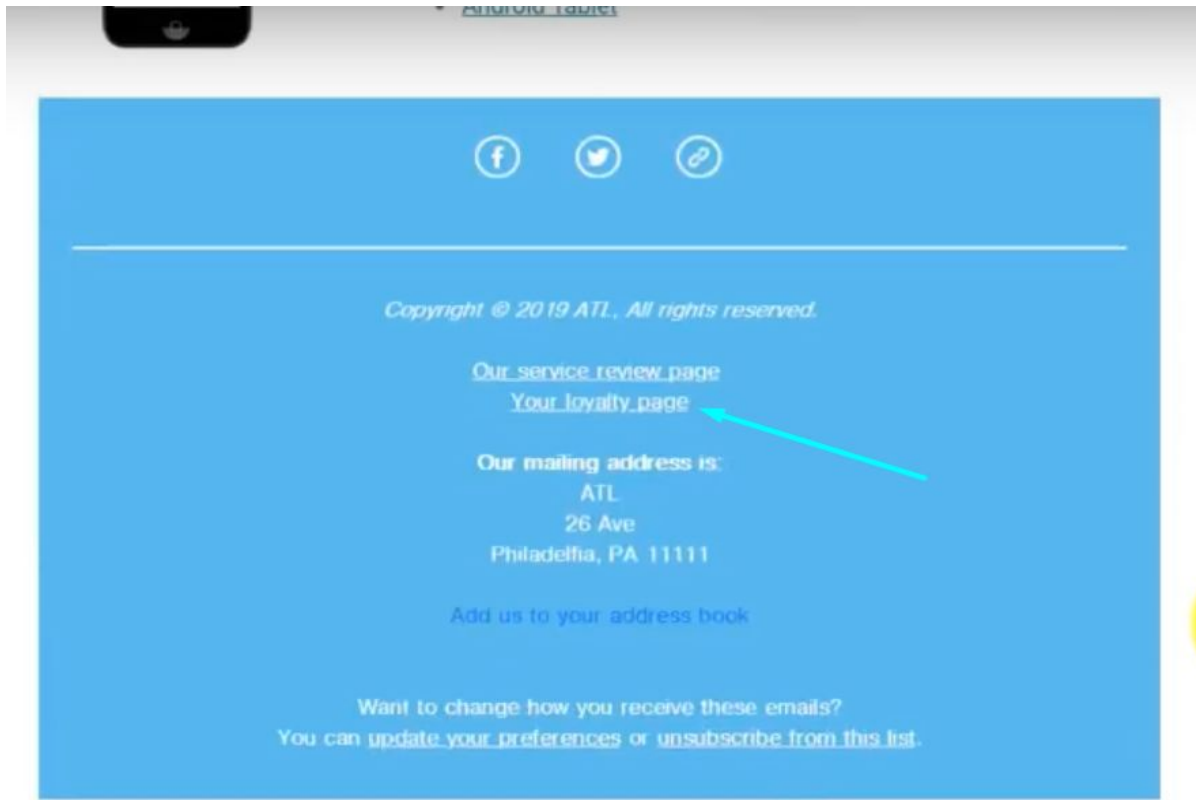


Using this function your customers will receive points for certain actions, such as:


- *The first visit*
- *For completing the repair*
- *As a birthday gift*
- *For tracking the repair process*
- *For a "Like" left on Facebook*


Also, in the *Royalty Rules* tab, you can edit the amount of points for actions completed by the customer.

When the new customers go through registration process, they automatically receive a letter with a link to the *Loyalty Programs* form.



Customers need to do the following to receive points:





**Hello, Jony Clark**  
 Welcome to your loyalty page.  
 Your points number is 10.  
 You could use them in next visit to 10 ATL shop\*.

You could gain more points for the action below:

Reason	Description	Points	Action
First shop visit	Get points when you first visit the shop	10	✓
When repair is complete	Finish your repair and get points	10	
Happy birthday	You can get points on your birthday	10	01/01/1970 ✓
Review repair	Get points when you finished review repair	10	<a href="#">Create review</a>
Like us on Facebook	Like us if you really likes our shop	10	<a href="#">Like 1.5B</a>

\*You can use only 10% of the labor price

In Configurations, you can set up points value and discount amount for customers.

For example:

1 USD = 10 points. You can set your own values.

You can also set maximum desired discount for labor amount per each repair but not more than 25%.

The screenshot shows the 'CRM and Marketing' section of a software interface. On the left is a sidebar with navigation options: Website, Customer App, Direct Emails, and Loyalty Program (which is selected). The main area is titled 'Loyalty Program' and contains three tabs: 'Loyalty rules', 'Redemption', and 'Configuration'. The 'Redemption' tab is active. It features a '1 USD =' input field with the value '20' and the unit 'points'. Below this is a 'Maximum discount is' input field with the value '25' and the text '% of the labor amount for each repair'. A 'Redemption:' toggle switch is turned on. There are two text areas for customer communication: 'Introduction to Loyalty program to customers' containing a detailed paragraph about the program, and 'Customer updates of the available points' containing a template message 'You have {NUMBER} points available, and you can redeem them at our shop during your next visit.' A 'Save' button is at the bottom of the configuration area. The footer includes 'Help', 'Info', and 'Chat' links.

CRM and Marketing			
Website Customer App Direct Emails Loyalty Program	Loyalty Program		
	Loyalty rules	Redemption	Configuration
	1 USD = 20 points		
	Maximum discount is 25 % of the labor amount for each repair		
	Redemption: <input checked="" type="checkbox"/>		
	<p>Introduction to Loyalty program to customers</p> <p>We wanted to introduce you to our loyalty program. The way it works is very simple; just as with most other loyalty programs certain actions you take are rewarded with different number of points. Accumulate enough points and you may redeem them at our shop during your next visit. Points can only be applied to the price of labor. Cannot redeem more points than 25% of total price of labor.. Earning points has never been easier, start earning points today! Click here for more details: { autorepaircloud.com/loyalty }</p> <p>Customer updates of the available points</p> <p>You have {NUMBER} points available, and you can redeem them at our shop during your next visit.</p> <p>Save</p>		
Help Info Chat			

In the *Redemption* tab you can edit or delete the amount of points collected by customers..

CRM and Marketing

Website

Customer App

Direct Emails

Loyalty Program

Loyalty Program

Loyalty rules

Redemption

Configuration

Name	Email	Phone	Points	
Mr. Test	test@demo.com	(111) 222-3333	10	▲
	08/19/19	First visit	10	<a>Edit</a> <a>Delete</a>
Mr. Test	test@demo.com	*Phone Number is blank but highly desired	10	▼
Mr. Test	test@demo.com	*Phone Number is blank but highly desired	10	▼
Mr. Test	test@demo.com	*Phone Number is blank but highly desired	20	▼
Mr. Test	test@demo.com	*Phone Number is blank but highly desired	20	▼
Mr. Test	test@demo.com	*Phone Number is blank but highly desired	10	▼
Mr. Test	test@demo.com	*Phone Number is blank but highly desired	10	▼

Help

Info

Chat

Customers can exchange collected points in our store during their next visit.

Customers who started using the customer application on their own, will have access to the online and mobile catalogues allowing them to find a Repair Shop located nearby. We hope that you will find these features useful.